

AMENDMENTS TO THE SPECIFICATION:

Please replace the title with the following amended title:

SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND
CONTROLLING THE PLAY SCHEDULING OF ADVERTISING AND OTHER
COMMUNICATIVE MEDIA

Please replace the paragraph beginning on page 1, line 12 and ending on page 1, line 15, with the following amended paragraph:

This application is related to U.S. Patent Application Serial No. 09/828,463 filed concurrently with this application and entitled "Method and System for Electronically Distributing, Displaying and Controlling Advertising and Other Communicative Media." Such application is expressly incorporated herein by reference.

Please replace the Abstract with the following amended Abstract:

A system is disclosed for distributing and scheduling the play of advertising content utilizing a network. A database is provided for storing the advertising content. A server is coupled to the database. The server is capable of receiving and storing input preferences relating to parameters selected from the group consisting of: frequency, interval, time of play, and trigger events. A scheduling algorithm is executed on the server for generating scheduling data utilizing the input preferences. The scheduling algorithm is based on predetermined methods of processing these input preferences. A network is coupled between the database and the server for distributing the advertising content and the scheduling data to a plurality of output devices.